

**Supplemental Statement**  
**Pursuant to the Foreign Agents Registration Act of**  
**1938, as amended**

For Six Month Period Ending 07/31/11  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.

JAMAICA TOURIST BOARD

2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.  
SUITE 670  
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

NSD/CES/REGISTRATION  
UNIT  
2011 DEC 13 AM 10:55

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

N/A

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No   
If yes, furnish the following information:

Foreign Principal Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes  No   
If yes, furnish th following information:

Name and Address of Foreign Principal(s) Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

N/A

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes  No

Exhibit B<sup>4</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets fourth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement?      Yes       No

If yes, identify each foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices.

The Board participated in trade and consumer shows during this 6-month period and travel agents were hosted at seminars and blitzes throughout the United States to update them on the product. Agents were also hosted on familiarization (Fam) trips to Jamaica to educate them on the hotels and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Jamaica brochures, DVD's and/or videos were distributed at all events listed on the CALENDAR OF ACTIVITIES attached.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?  
           Yes                       No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)?      Yes       No

If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes [X] No [ ]

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2011	PLEASE SEE ATTACHED	GENERAL OPERATING EXPENSES	
			\$818,141.00
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes [ ] No [X]

If yes, have you filed an Exhibit D to your registration? Yes [ ] No [ ]

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [ ] No [X]

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).  
8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.  
9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

(2) transmitted monies to any such foreign principal? Yes  No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2011			

\$815,764.00

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
Yes  No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?  
Yes  No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) \_\_\_\_\_

Electronic Communications

- Email
- Website URL(s): www.visitjamaica.com
- Social media websites URL(s): \_\_\_\_\_
- Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) TRAVEL TRADE & CONSUMERS

21. What language was used in the informational materials:

- English
- Other (specify) SPANISH & FRENCH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

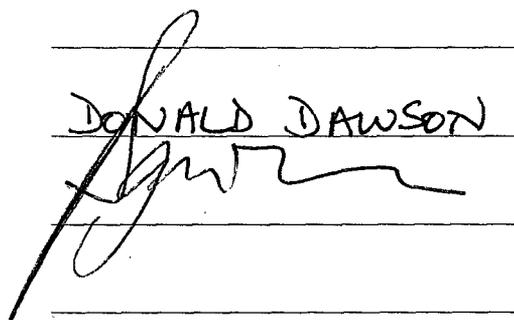
**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

\_\_\_\_\_  
\_\_\_\_\_  
12/8/11  
\_\_\_\_\_

\_\_\_\_\_  
DONALD DAWSON  
  
\_\_\_\_\_

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

# JAMAICA

## ATTACHMENT 14 (a)

### RECEIPTS – MONIES: JTB Miami, FL

*(6-month period ending JULY 2011)*

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	<b>Jamaica Tourist Board</b> 64 Knutsford Boulevard Kingston 5 Jamaica, W.I.		
FEBRUARY 2011		General Operating Expenses	123,494
MARCH 2011		“ “ “	220,791
APRIL 2011		“ “ “	68,421
MAY 2011		“ “ “	134,694
JUNE 2011		“ “ “	140,435
JULY 2011		“ “ “	<u>130,306</u>
		<b>TOTAL</b>	<b>\$818,141</b>

# JAMAICA

## ATTACHMENT 15 (a)

### DISBURSEMENTS – MONIES: JTB Miami, FL

*(6-month period ending JULY 2011)*

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY 2011	General Operating Expenses	120,320
MARCH 2011	“ “ “	188,438
APRIL 2011	“ “ “	101,735
MAY 2011	“ “ “	129,376
JUNE	“ “ “	148,647
JULY 2011	“ “ “	<u>127,248</u>
		<b>\$815,764</b>

JAMAICA TOURIST BOARD - USA  
 CALENDAR OF ACTIVITIES  
 FEBRUARY 1 - JULY 31, 2011

ITEM #11

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Louise Bennett-Coverly Reading Festival	Ft. Lauderdale, FL	2/1/2011 0:00	South	Participation in a special program honoring the late Dr. The Hon. Louise Bennett-Coverly under the distinguished patronage of the Consul General of Jamaica, Mrs. Sandra Grant-Griffith. Event will be held at the Broward County Regional Library.	Wright	300	Consumers
Wedding in a Week - Live TV Interview	Baltimore, MD	2/2/2011 0:00	Northeast	Victoria Rogers, BDM for the Mid-Atlantic interviewed live on Fox 45 News. This segment of the show has an estimated audience of 21,242. WBFF, channel 45, is a Fox-affiliated television station located in Baltimore.	ROGERS	21200	Listenership
St. Paul Winter Carnival	St. Paul, MN	2/3-5/2011	Midwest	JTB will share a booth with JMO, a Jamaican organization, to promote winter and summer business to Jamaica. This is an annual event and is the only one of its kind in N.A. with a following of a very diverse demographic.	McDermoth	300000	Consumers
OSSN Luncheon (Outside Sales Support Network)	Atlanta, GA	2/3/2011 11:00	South	Opportunity to update agents who are home-based.	Christie	30	Agents
Dreams & Destinations Caribbean Night	Ashburn, VA	2/3/2011 0:00	Northeast	Dreams & Destinations travel agency has invited Jamaica to be the featured destination at this Caribbean Night event which will host couples who are interested in booking a wedding and/or honeymoon package to Jamaica. Sandals and Beaches is the featured resort. Estimated 5 couples to be in attendance.	Rogers	10	Consumers
AAA Pomona Travel Show	Pomona, CA	2/4/2011 0:00	West	Opportunity to showcase the destination to the agency's clients. On-site booking will be available.	Holland	1400	Consumers
Baltimore Bridal Showcase	Baltimore, MD	2/5-6/2011	Northeast	Annual bridal show which provides an opportunity to promote this popular niche market.	Rogers	3000	Consumers
North Carolina Sales Call Blitz	NC	2/8-10/2011	South	Sales call blitz in Charlotte, Greensboro and other smaller surrounding cities.	Christie	32	Agencies
Midwest Sales Call Blitz - Secondary cities	Michigan	2/9-10/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Michigan.	Mesquita	13	Agencies
Vero Beach Travel Professionals Trade Show	Vero Beach, FL	2/9/2011 0:00	South	Annual travel show presenting opportunity to promote the destination.	P Wright	120	Agents
AAA Travel Brandon-Caribbean Evening	Brandon, FL	2/9/2011 0:00	South	Participation with Sandals and Pleasant Holidays in a Caribbean evening to showcase destination Jamaica to the residents of Brandon.	Wright	35	Consumers
Boston Globe Travel Show	Boston, MA	2/11-13/2011	Northeast	Annual travel show which is the no. 1 consumer show in this territory. JTB will be prominently featured in order to promote the destination.	Woolcock	18000	Agents-Consumers
Seattle Golf Show	Seattle, WA	2/11-13/2011	Southwest	Annual golf show which attracts approx. 10,000 consumers each year. JTB will partner with properties that have golf facilities and collateral will be distributed.	Holland	10000	Consumers
Travel Showcase Premier	Dedham, MA	2/16-17/2011	Northeast	Participation in this first annual consumer show. JTB will share a booth with Travel Impressions and Superclubs and a half-hour presentation in a state-of-the-art cinema located at an upscale Mall. Colpitts Travel will accept on-site bookings at this show.	Woolcock	5000	Consumers
Liberty Travel Buzz Night	New Hampshire, RI	2/16/2011 0:00	Northeast	JTB will partner with SuperClubs to co-sponsor a Jamaica Night to update agents on the Jamaica product.	Woolcock	45	Agents
Liberty Travel Buzz Night	Brooklyn, NY	2/16/2011 0:00	Northeast	JTB has been invited to sponsor a Jamaica Night and will partner with SuperClubs, Sunset Resorts, Jewel Dunn's River and Air Jamaica to promote the destination product.	Sinclair/Dobson	60	Agents
Miami International Boat Show	Miami Beach, FL	2/17-21/2011	South	Opportunity to highlight Jamaica as a premier cruise and sport fishing destination.	Wright	1500	Consumers
Jamaica Evening with TANQ (Tvl Agts of Nassau & Queen Cty)	Queens, NY	2/17/2011 0:00	Northeast	JTB will partner with SuperClubs to update the membership of TANQ on the destination product. Many of the members are home-based so this event presents a great forum to reach them and at the same time strengthen the JTB's partnership with this regional travel agent organization.	Sinclair	50	Agents
Kansas City Golf Show	Overland Park, KS	2/18-21/2011	Midwest	Annual golf show which attracts a large audience.	Bucknor	5000	Consumers
Golfweek Golfest	Tampa, FL	2/19-20/2011	South	Annual event provides opportunity to promote this niche market.	Wright	1500	Consumers
Travel Plex/Majestic Travel Passport to the World	St. Louis, MO	2/19/2011 0:00	Midwest	Great consumer show which attracts an eclectic mix of brides-to-be, families and adventure-seeking travellers and provides opportunity to promote the destination.	Bucknor	500	Consumers
2011 AAA Arizona Travel Show	Phoenix, AZ	2/19-20/2011	Southwest	JTB will take a booth at this consumer event which attracts a large audience which will have on-site booking capability.	Rose	10000	Consumers
AAA Mid-Atlantic Caribbean Event	Alexandria, VA	2/19/2011 0:00	Northeast	Consumer event presenting opportunity to showcase the destination.	Rogers	70	Agents-Consumers

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2011

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
"Your Valentine Love Affair"	Miami, FL	2/19-20/2011	South	Consumer event provides opportunity to network with the Diaspora and various consumer groups.	JTB team	600 Consumers	
North Florida Travel Expo	Tallahassee, FL	2/19/2011 0:00	South	Opportunity to promote the destination to consumers in this north Florida area.	Wright	2000 Consumers	
JMO - Jamaica Minnesota Organ. - Black History Celebration Wk	Minneapolis, MN	2/20-27/2011	Midwest	JTB will join JMO and Insight Media in celebrating Black History month with a staging of trade symposia, community meetings and a range of diaspora events.	McDermoth	500 Consumers	
Georgia Bridal Show	Charleston, SC	2/20/2011 0:00	South	Opportunity to promote this niche market to hundreds of brides seeking information on destinations.	Christie	200 Consumers	
Riverton Bridal Show	Hudson, WI	2/20/2011 0:00	Midwest	Great opportunity to promote the wedding/honeymoon market to this group of brides-to-be interested in a destination wedding.	McDermoth	1200 Consumers	
Sales Call Blitz	AL	2/22-24/2011	South	Sales call blitz in the cities of - Huntsville, Birmingham and Montgomery.	Wright	30 Agencies	
Sales Call Blitz	AL	2/22-24/2011	South	Sales call blitz in the cities of - Huntsville, Birmingham and Montgomery.	Wright	24 Agencies	
12th Annual UCLA Travel Fair	Los Angeles, CA	2/23/2011 0:00	West	Opportunity to promote the destination at this Fair which is opened to students, faculty and staff of UCLA.	Holland	1000 Consumers	
Destination Training - Tzell Travel	New York, NY	2/24/2011 0:00	Northeast	Train and update agents on the destination with the focus on resorts that cater to a high-end clientele.	Sinclair	75 Agents	
The New York Times Travel Show	New York, NY	2/25-27/2011	Northeast	This annual event attracts a large number of attendees (approx 18,000) and with a booking engine on-site, consumers will be able to complete travel arrangements. The JTB will showcase destination Jamaica with the support of our tourism partners.	Sinclair/Dobson/Se	18500 Agents-Consumers	
19th Annual Travel Extravaganza	Fort Bragg, NC	2/25/2011 0:00	South	Opportunity to promote the destination to this military community of over 170,000 residents.	Christie	4000 Consumers	
Georgia Bridal Show	Savannah, GA	2/27/2011 0:00	South	Opportunity to promote this niche market to hundreds of brides seeking information on destinations.	Christie	300 Consumers	
Midwest Sales Call Blitz - Secondary city	Illinois	2/28-3/4/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Illinois and Indiana.	Bucknor	6 Agencies	
AAA Travel Show	Columbus, GA	3/1/2011 0:00	South	This is a consumer show hosted by AAA Travel and will provide a great opportunity to promote the destination product.	Christie	300 Consumers	
OSSN Home Based Travel Agent Forum	Las Vegas, NV	3/3-4/2011	West	Sponsored primarily by the Outside Sales Support Network (OSSN), this event provides an opportunity to meet one on one with home based agents.	Rose	1500 Agents	
Golfweek Golfest	The Villages, FL	3/4-5/2011	South	Opportunity to promote this niche market.	Wright	1500 Consumers	
AAA Southern New England Travel Marketplace	Boston, MA	3/4-6/2011	Northeast	JTB will share a booth with Travel Impressions at this annual show where on-site booking will be available. The nonstop service on JetBlue from Boston will be promoted.	Woolcock	17000 Consumers	
Twin Cities Food & Wine Experience	Minneapolis, MN	3/5-6/2011	Midwest	Annual event with opportunity to showcase Jamaica's rich cuisine to an adult clientele that is trendy and passionate about new food experiences. JTB will partner with JMO, a non-profit Jamaican organization.	McDermoth	30000 Consumers	
KLUV World Tour Trade Show	Dallas, TX	3/6/2011 0:00	West	This event is hosted by Sharon Carr Travel in partnership with CBS Radio in Dallas. On-site booking will be available and will therefore provide an excellent opportunity to promote the destination.	Rose	1500 Consumers	
Jamaica Webinar	South Dakota & Nebraska	3/7/2011 0:00	Midwest	This 'seminar' will be conducted via the web (webinar) to agents in South Dakota. These agents would not normally be reached during sales calls.	McDermoth	Agents	
Funjet Vacations 2011 Summer Product Launch	Dallas, TX	3/7/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	350 Agents	
Midwest Sales Call Blitz - Secondary cities	Nebraska	3/8-11/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary city of Nebraska - Omaha, Lincoln, etc.	McDermoth	24 Agencies	
Funjet Vacations 2011 Summer Product Launch	Houston, TX	3/8/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	350 Agents	
Massive Travels Caribbean Night	Brooklyn, NY	3/8/2011 0:00	Northeast	Opportunity to partner with this very proactive agency seeking to engage clients at a strategic time (tax refund season). Ideal time to garner some business for the spring break period.	Dobson	300 Consumers	
Funjet Vacations 2011 Summer Product Launch	San Antonio, TX	3/9/2011 18:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	130 Agents	

**JAMAICA TOURIST BOARD - USA**  
**CALENDAR OF ACTIVITIES**  
**FEBRUARY 1 - JULY 31, 2011**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Passport to Travel Show	Joint Base Lewis-McChon	3/9/2011 0:00	West	JTB will promote the destination to a diverse set of persons on the military base e.g. young families, active duty singles, retirees, reservists etc.	Holland	18000	Consumers
Destination Training - AAA Travel	Chicago, IL	3/10/2011 0:00	Midwest	Train and update agents on the destination product.	Bucknor	10	Agents
Destination Training - American Express Platinum/Centurion Ctr.	Atlanta, GA	3/10/2011 0:00	South	Train and update reservation agents at the call center for American Express (Travel Dept)	Christie	120	Agents
Funjet Vacations 2011 Summer Product Launch	Austin, TX	3/10/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	80	Agents
Liberty Travel Jamaica Update-POSTPONED	New York, NY	3/11/2011 0:00	Northeast	The Liberty travel managers from various locations will be updated on the Jamaica product.	Sinclair	12	Trade
Fine Art Concert	Miami, FL (WDNA Jazz Gc	3/12/2011 0:00	National	JTB will sponsor this concert which will feature Jamaican visual artist and vocalist, A.J. Brown with live music concert of reggae/jazz guitarist, Eugene Grey. Jamaica will be mentioned on 150 radio announcements with exposure on the WDNA 88.9 FM website as well as signage and Jamaica logo in all external marketing i.e. newspaper, radio, flyers, etc. An upscale consumer and radio audience is expected.	Willis	100	Consumers
AAA Northern New England Travel Show	Manchester, NH	3/13/2011 0:00	Northeast	JTB will share a booth with Travel Impressions at this first annual consumer show which will feature direct booking capability through AAA agents present.	Woolcock	1500	Consumers
Diasport Media Group (Radio/Newspaper)	Kingston & Montego Bay	3/14-19/2011	National	Live radio broadcasts from Jamaica resorts and attractions. The goal is to encourage Jamaica residents as well as the wider public listening to Caribbean radio and reading Caribbean publications, to travel to Jamaica. Some journalists affiliated with publications and who have been invited, will write follow-up articles on Jamaica on their return to the U.S.	Willis	10	Consumers
Cruise Shipping Miami	Miami Beach, FL	3/14-17/2011	South	JTB will partner with Ports Authority of Jamaica in presenting Destination Jamaica as the premier cruise destination in the Caribbean. Audience will be a combination of trade and consumers.	Hall/Wright	10000	Agents-Consumers
Jamaica Webinar	Duluth & Eau Claire, MN	3/14/2011 0:00	Midwest	Seminar will be conducted via the web to agents in the secondary cities of Minnesota.	McDermoth		Agents
Funjet Vacations 2011 Summer Product Launch	Oklahoma City, OK	3/14/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	125	Agents
Midwest Sales Call Blitz - Secondary cities	Wisconsin, Minnesota &	3/15-18/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Minnesota, Indiana and Wisconsin - a total of 13 cities.	McDermoth/Mesq	58	Agencies
Destination Training - GoGo Worldwide Vacations Res Centre	Manhattan, NY	3/15/2011 0:00	Northeast	Train and update reservation agents on the destination product.	Sinclair	7	Agents
Funjet Vacations 2011 Summer Product Launch	Sherman, TX	3/15/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	60	Agents
Funjet Vacations 2011 Summer Product Launch	Tyler, TX	3/16/2011 0:00	Southwest	JTB will showcase the destination while supporting our tour operator partner.	Rose	60	Agents
Los Angeles Times Travel & Adventure Show	Los Angeles, CA	3/19-20/2011	Southwest	This annual show is the most heavily attended one of its kind in Southern California. Supported by both consumers and travel agents, it features informative panel discussions covering important travel issues and offers advice to consumers.	Holland/Rose	21000	Agents-Consumers
Midwest Sales Call Blitz - Secondary cities	S. Dakota, Iowa, Nebrask	3/22-25/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Cincinnati, OH and Covington, KY	Mesquita/Bucknor	24	Agencies
Midwest Sales Call Blitz	St. Louis, MN	3/22-25/2011	Midwest	JTB continues the sales call blitz with the support of our hotel partners to update agents in the St. Louis and metropolitan area.	Bucknor	32	Agencies
Destination Training - GoGo Worldwide Vacations	Orlando, FL	3/22/2011 0:00	South	Train and update reservation agents on the destination product.	Wright	6	Agents
South Carolina Sales Calls Blitz	SC	3/22-25/2011	South	Sales call blitz in the cities of - Greenville, Columbia, Charleston and the surrounding cities.	Christie	28	Agencies
AAA TRAVEL SHOWCASE	Springfield, MA	3/23/2011 0:00	Northeast	Annual travel show which features on-line booking capability to consumers attending the show.	Woolcock	5000	Consumers
Destination Training - Funjet Vacations	Orlando, FL	3/24/2011 0:00	South	Train and update reservation agents on the Jamaica product.	Wright	103	Agents
Destination Training - Funjet Vacations	Orlando, FL	3/24/2011 0:00	South	Train the update reservation agents on the destination product.	Wright	130	Agents
"Jamaica Farewell" at Falcon Theatre	Burbank, CA	3/25/2011 0:00	West	JTB will co-sponsor the opening night reception of a 6-week run play "Jamaica Farewell". This will be a golden opportunity to bring Jamaica to the forefront of the minds of this target audience with great disposable income.	Holland	250	Consumers
Midwest Sales Call Blitz - Secondary cities	Iowa	3/29-4/1/2011	Midwest	Hotel reps will join the JTB on a sales call blitz to update agents on the destination in the secondary cities of Iowa City and Des Moines.	McDermoth	16	Agencies
Sun N Fun Aviation Trade Show	Lakeland, FL	3/29-4/3/2011	South	Opportunity to participate in Caribbean Flying Adventures Trade Show and showcase the new lan Fleming Intl Airport. This event is the second largest aviation event in the world.	Wright/Shakes	170000	Consumers

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Maine's Travel & Adventure Expo	Bangor, ME	4/1-3/2011	Northeast	This is the first event of this kind being held in Bangor but promises to be a good annual consumer event. SuperClubs will be one of the suppliers along with JTB.	Woolcock	5000	Consumers
JTB/Golden Krust Bakery - "Jamaica Spring Escape" Promotion	New York, NY	4/1-30/2011	Northeast	Customers of this bakery will be invited to sign up for a vacation stay giveaway at Sunset Resorts (6 days/5 nts) for two. This promotion will focus on all Golden Krust locations in the tri-state NY area which sees at least 600,000 customers per month. This chain averages a million customers a month throughout all their 120 locations in 9 states.	Dobson	600000	Consumers
Majors Travel Consumer Expo 2011	Staten Island, NY	4/3/2011 0:00	Northeast	Excellent opportunity market Destination Jamaica and promote spring/summer travel directly to this agency's clientele. Over 700 attendees are expected as the event grows each year. The organizers are targeting singles, couples and families which is also Jamaica's target market.	Dobson	700	Consumers
GoGo Worldwide Vacations Showcase	Boston, MA	4/4/2011 0:00	Northeast	Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.	Woolcock	250	Agents
Travel Impressions 2011 Trade Show Series	Charlotte, NC	4/4/2011 0:00	South	Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.	Christie	135	Agents
JTB West/Southwest Spring Seminar	Denver, CO	4/4/2011 0:00	West	Spring seminar to update travel agents on the destination product.	Holland	80	Agents
Jamaica Webinar	West Pennsylvania & Ohi	4/5/2011 0:00	Midwest	This 'seminar' will be conducted via the web (webinar) to agents in these cities. These agents would not normally be reached during sales calls.	Mesquita	85	Agents
ASTA Mid America Annual Travelfest Shows	Cleveland, OH & Pittsbun	4/5-6/2011	Midwest	This show is the first of its kind sponsored by ASTA and they are expecting over 800 agents to participate from Cleveland, Pittsburgh and the surrounding areas.	Mesquita	850	Agents
Travel Impressions 2011 Trade Show Series	Atlanta, GA	4/5/2011 0:00	South	Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.	Christie	135	Agents
JTB West/Southwest Spring Seminar/Presentation	Phoenix, AZ	4/5/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Holland	80	Agents
Destination Training - Apple Vacations	Newtown Square, PA	4/6/2011 0:00	Northeast	Train and update reservation agents on the destination product.	Senior	70	Agents
Destination Training - GoGo Worldwide Vacations	Richmond & Virginia Bea	4/6/2011 0:00	Northeast	Train and update reservation agents on the destination product	Rogers	10	Agents
Pittsburgh Travelfest	Pittsburgh, PA	4/6/2011 0:00	Midwest	This event is being sponsored by ASTA for the first time to reach agents in Western Pittsburgh and JTB will host a booth to promote the destination.	Mesquita	200	Agents
Travel Impressions 2011 Trade Show Series	Ft. Lauderdale, FL	4/6/2011 0:00	South	Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.	Wright	135	Agents
JTB West/Southwest Spring Seminar/Presentation	Inland Empire, CA	4/6/2011 0:00	West	Spring seminar to update agents on the destination product.	Holland	80	Agents
Jamaica Night - Transfiguration Episcopal Church	Silver Spring, MD	4/6/2011 0:00	Northeast	Opportunity to address members of this church, some of whom are already booked for a group trip to Jamaica.	Rogers	100	Consumers
Destination Training - Travel Impressions	Bethlehem, PA	4/7/2011 0:00	Northeast	Train and update reservation agents on the destination product.	Senior	100	Agents
Destination Training - Greenbelt Travel	Greenbelt, MD	4/7/2011 0:00	Northeast	Train and update agents on the Jamaica product.	Rogers	12	Agents
Destination Training - Liberty Travel	New York, NY	4/7/2011 0:00	Northeast	Train and update new reservation agents on the destination product.	Sinclair	20	Agents
Travel Impressions 2011 Trade Show Series	New Orleans, LA	4/7/2011 0:00	South	Annual tour operator trade show series which is supported by JTB and the opportunity seized to update travel agents on the destination.	Wright	135	Agents
Destination Training - Travel Impressions	Farmingdale, NY	4/12/2011 0:00	Northeast	Train and update reservation agents on the destination product.	Sinclair	30	Agents
GoGo Tours Top Travel Agent Trade Show	New York City, NY	4/13/2011 0:00	Northeast	Opportunity to promote the destination product to GoGo's top accounts.	Sinclair	250	Agents
TASC Monthly Meeting - Jamaica Evening Presentation	Holbrook, NY	4/13/2011 0:00	Northeast	Opportunity for JTB to update the Travel Agents of Suffolk County (TASC) membership - one of the oldest Long Island travel agent associations. Many of the agents are home-based so this will be a great forum to reach these agents and thereby strengthen the JTB's partnership with TASC.	Sinclair	40	Agents
Cruise3Sixty	Ft. Lauderdale, FL	4/14-18/2011	South	This is an annual cruise show which attracts a large audience with a mix of trade and consumers. Large consumer show leading up to the famous annual Boston Marathon event. This expo is also used to promote Jamaica's Reggae Marathon scheduled for December in Negril.	Hall/Wright	30000	Agents-Consumers
John Hancock Sports & Fitness Expo	Boston, MA	4/15-17/2011	Northeast		Woolcock	80000	Consumers

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
GoGo Worldwide Vacations Showcase	Richmond, VA	4/18/2011 0:00	Northeast	Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.	Rogers	250 Agents	
JTB West/Southwest Spring Seminar/Presentation	Dallas, TX	4/18/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Rose	100 Agents	
Rochester Travel Professionals Annual Trade Show	Rochester, NY	4/18/2011 0:00	Northeast	A large percentage of home based agents attend this show which presents a great opportunity to reach this group under one roof.	Dobson	60 Agents	
Rochester Travel Professionals Annual Trade Show	Rochester, NY	4/18/2011 0:00	Northeast	A large percentage of home-based agents attend this show which presents a great opportunity to reach this group under one roof.	Dobson	60 Agents	
JTB West/Southwest Spring Seminar/Presentation	Ft. Worth, TX	4/19/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Rose	115 Agents	
Destination Training - Best Travel	Elk Grove Village, IL	4/20/2011 0:00	Midwest	Train and update agents on the destination product.	Bucknor	12 Agents	
JTB West/Southwest Spring Seminar/Presentation	Houston, TX	4/20/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Rose	120 Agents	
Destination Training - Apple Vacations	Elk Grove, IL	4/21/2011 0:00	Midwest	Bi-annual training of the reservation agents at this tour operator's reservation center.	Bucknor	30 Agents	
SE Sales Call Blitz	Orlando, FL	4/25-28/2011	South	Sales call blitz of the Orlando city and its surrounding areas, followed by a seminar on April 28.	Wright	28 Agencies	
JTB West/Southwest Spring Seminar/Presentation	San Diego, CA	4/25/2011 0:00	West	Spring seminar to update agents on the destination product.	Holland	100 Agents	
GoGo Tours Top Travel Agent Trade Show	Syracuse/Rochester, NY	4/26/2011 0:00	Northeast	Opportunity to promote the destination product to GoGo's top accounts.	Dobson	250 Agents	
JTB West/Southwest Spring Seminar/Presentation	Irvine, CA	4/26/2011 0:00	West	Spring seminar to update agents on the destination product.	Holland	100 Agents	
IRF/16th Annual Incentive Invitational Golf Tournament	Las Vegas, NV	4/27-5/1/2011	Groups	Annual premier event targeting major incentive travel buyers.	Bullock/Dawson	1000 Buyer	
Faith-Based Destination Update	Montego Bay, Jamaica	4/28-5/2/2011	Groups	Qualified planners will be invited to register and participate in this destination update on-island. Apple's top agents in Wisconsin will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Negril.	Bullock	25 Planners	
JTB/Apple Vacations Fam Trip	MBJ/NEG	4/28-5/1/2011	Midwest		McDermoth	12 Agents	
JTB SE Trade Show/Presentation	Orlando, FL	4/28/2011 0:00	South	Dinner presentation to update agents on the destination product.	Wright	80 Agents	
Travel Haus Consumer Trade Show	Souderton, PA	4/29/2011 0:00	Northeast	Travel Haus, one of Jamaica's top producing travel agents in Souderton, will be celebrating their 25th Anniversary, and will invite their clientele to a fun-filled evening. We will use this opportunity to promote the destination.	Senior	100 Consumers	
iFest (Houston Int'l Festival) Apr 30-May 1 & May 7-8	Houston, TX	4/30-5/1/2011	Southwest	This event takes place over two consecutive weekends starting the end of April (Apr 30-May 1 & May 7-8) and presents a tremendous opportunity to showcase Jamaica's culture i.e. cuisine, music, arts and crafts.	Rose/Holland	225000 Consumers	
OSSN Trade Show (Outside Sales Support Network)	Las Vegas, NV	5/2-4/2011	West	JTB will partner with Travel Impressions and be one of four suppliers sharing a booth at this show. National convention and meetings event where suppliers get the value of pre-set appointments with pre-qualified planners, plus the opportunity meet all planners during a trade show. Target	Rose	1500 Agents	
Collaborate Marketplace	Houston, TX	5/3-6/2011	Groups	market - corporate meeting planners	Clarke	500 Planners	
Destination Training - Orbitz	Campbellsville, KY	5/4/2011 0:00	Midwest	Train and update the reservation agents at this online booking company.	Mesquita	75 Agents	
Midwest Sales Call Blitz	Minneapolis, MN	5/4-6/2011	Midwest	Joint sales call blitz with Sunset Resorts in the Minneapolis Metro area.	McDermoth	15 Agencies	
Jamaica Minnesota Organization (JMO) Festival of Nations	St. Paul, MN	5/4-7/2011	Midwest	Support for this annual event with opportunity to network with the diaspora and other attendees.	McDermoth	20000 Consumers	
LITAA (Long Island Travel Agents Assoc) Trade Show & Dinner	East Northport, NY	5/4/2011 0:00	Northeast	Annual travel show hosted by LITAA.	Sinclair	300 Agents	
Midwest Travel Association Trade Show	Bloomington, MN	5/4-5/2011	Midwest	Opportunity to promote the destination.	McDermoth	100 Agents	
Midwest Sales Call Blitz	Louisville, KY	5/5/2011 0:00	Midwest	Blitz of agencies in Louisville to update the trade on the destination.	Mesquita	6 Agencies	
Midwest Sales Call Blitz	North Dakota	5/9-13/2011	Midwest	Sales call blitz series in the city of North Dakota.	McDermoth	25 Agencies	
Jamaica Webinar - CANX	North Dakota	5/9/2011 0:00	Midwest	This 'seminar' will be conducted via the web (webinar) to agents in this state. These agents would not normally be reached during sales calls.	McDermoth	Agents	
Destination Training - MLT Reservation Center	Minot, ND	5/10/2011 0:00	Midwest	Train and update the reservation agents at this tour operator's reservation center.	McDermoth	210 Agents	
Destination Training - Century Travel	Atlanta, GA	5/11/2011 0:00	South	Train and update reservation agents on the Jamaica product.	Christie	12 Agents	

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
CTO-Caribbean Goes West/Road Shows & Travel Agent Seminars	San Jose, CA	5/11/2011 0:00	West	Support CTO in their effort to update travel agents on travelling to the Caribbean. This will be an opportunity to meet and interact one-on-one with agents in the San Jose/Silicon Valley area of California.	Holland	75 Agents	
North Shore Medical Ctr Multi-Cultural Fair	Miami, FL	5/12/2011 0:00	South	This event will be open to the employees, medical staff and the surrounding community. On-site booking will be available by Island Expert Travel.	Wright	300 Consumers	
Destination Training - Sterling Brownell Travel	Atlanta, GA	5/13/2011 0:00	South	Train and update agents on the destination product.	Christie	7 Agents	
Macy's Travel Cruise & Vacation Expo	Minneapolis, MN	5/15/2011 0:00	Midwest	Annual travel and cruise show hosted by Macy's Travel.	McDermoth	1200 Consumers	
Travel Impressions 2011 Trade Show Series	Lombard, IL	5/16/2011 0:00	Midwest	Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.	Bucknor	150 Agents	
Travel Impressions 2011 Trade Show Series	Independence, OH	5/17/2011 0:00	Midwest	Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.	Mesquita	78 Agents	
MLT Vacations Presents - United Vacations Trade Show	Denver, CO	5/17/2011 0:00	West	Support for our tour operator, MLT/United Vacations, in their marketing efforts and to update travel agents on the Jamaica product.	Holland	150 Agents	
IAGTO North America	Monterey, CA	5/18-21/2011	Groups	Int'l event targeted to golf tour operators who plan golf travel to the US and Caribbean.	Bullock/Dawson	250 Trade	
Travel Impressions 2011 Trade Show Series	Kansas City, MO	5/18/2011 0:00	Midwest	Tour operator annual trade show series which is supported by JTB and the opportunity to update travel agents on the destination.	Bucknor	120 Agents	
Jamaica Night - AAA Steelcroft	Charlotte, NC	5/18/2011 0:00	South	JTB will sponsor a Jamaica Night for the top selling agents at this travel agency.	Christie	10 Agents	
Destination Training - JetBlue Reservation Center	Salt Lake City, UT	5/19/2011 0:00	West	Train and update reservation agents on the Jamaica product.	Holland	70 Agents	
2011 Destination Weddings Expo	Queens, NY	5/19/2011 0:00	Northeast	Opportunity to showcase Jamaica as the ideal location for destination weddings in this market of "destination wedding seekers" looking specifically to book the Caribbean for their wedding and/or honeymoon.	Sinclair	200 Consumers	
Travel Impressions Trade Show	Houston, TX	5/19/2011 0:00	Southwest	Annual tour operator show which will be used to update their top agents.	Rose	150 Agents	
Destination Training - AAA Travel	Minneapolis, MN	5/20/2011 0:00	Midwest	Train and update reservation agents on the Jamaica product.	McDermoth	30 Agents	
Jamaica Webinar - OSSN	Indiana & Kentucky	5/20/2011 0:00	Midwest	A webinar hosted by OSSN (Outside Sales Support Network) that will allow us to reach agents that are home based.	Mesquita	60 Agents	
The Jamaican Business Expo	Dania Beach, FL	5/20-21/2011	South	The Jamaica/USA Chamber of Commerce membership drive and business expo offering an opportunity to network with the Jamaica Diaspora and the business community. Expected attendance will be approx. 400 business professionals and 20 exhibitors.	Willis/Wright	420 Consumers	
Hartford Funfest	Hartford, CT	5/21/2011 0:00	Northeast	One of two consumer events owned and sponsored by CT1 Media which owns the Hartford Courant and Fox CT TV. This is the first time that CT1 Media will be hosting events of this scale and hopes they will become annual ones, which would be good for the Connecticut market.	Woolcock	6000 Consumers	
Reggae Jazz Fusion	Ft. Lauderdale, FL	5/22/2011 0:00	South	JTB will show support for this event which will be under the patronage of the Consul General of Jamaica, Sandra Grant-Griffiths. An excellent opportunity to reach the diaspora market.	Wright	2600 Consumers	
Jamaican & American Assoc of Buffalo - 7th Annual Golf Tourname	Buffalo, NY	5/23/2011 0:00	Northeast	Opportunity to promote this niche market.	Dobson	220 Consumers	
CBS Radio Captain Morgan's Promotional Show	Minneapolis, MN	5/23/2011 0:00	Midwest	Pre-game event scheduled prior to the Minnesota Twins play-off.	McDermoth	1000 Consumers	
JTB West/Southwest Spring Seminar/Presentation	Oklahoma City, OK	5/24/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Rose	100 Agents	
JTB West/Southwest Spring Seminar/Presentation	Tulsa, OK	5/25/2011 0:00	Southwest	Spring seminar to update agents on the destination product.	Rose	100 Agents	
One World Travel Mart	San Francisco, CA	5/26-29/2011	West	This event will provide an exclusive opportunity for JTB to promote the destination to one of the world's top outbound markets and one of the richest consumer groups in the world.	Holland/Rose	22000 Agents-Consumers	
Meeting & Incentive USA Forum	Palm Beach, FL	5/31-6/4/2011	Groups	Meeting and incentive forum with one-on-one meetings between top MICE suppliers and key meeting and incentive buyers over a 4-day period.	Bullock	500 Buyer	
JTB/Apple Vacations Fam Trip	MBJ/OJ	6/2-5/2011	Midwest	Apple's top agents in the state of Illinois and it's surrounding areas will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Ocho Rios.	Bucknor	12 Agents	

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Greater Chamber of Commerce Reception	Miami, FL	6/2/2011 0:00	South	The Greater Miami Chamber of Commerce will host a Consular Corps Reception and JTB will display destination collateral to the business professionals who will attend.	Wright	155	Consumers
"Evening time.....Jamaica" - Caribbean Heritage Month	Ft. Lauderdale, FL	6/3/2011 0:00	South	JTB will attend and support this event which is being sponsored by the Venetian Arts Society. Jamaica's culture will be showcased featuring coffee tasting, music and art.	Wright	40	Consumers
Louise Bennet-Coverly Reading Festival	Ft. Lauderdale, FL	6/5/2011 0:00	South	Participation in a special program honoring the late Dr. The Hon. Louise Bennett-Coverly under the distinguished patronage of the Consul General of Jamaica, Mrs. Sandra Grant-Griffith. Event will be held at the Broward County Regional Library. This event was also held on February 1 in FLL.	Wright	225	Consumers
GoGo Worldwide Vacations Showcase	Raleigh, NC	6/6/2011 0:00	South	Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.	Christie	250	Agents
Liberty Travel Buzz Night	New York, NY	6/7/2011 0:00	Northeast	JTB will partner with Jamaica hotels to host a Jamaica Night and promote the destination product.	Sinclair	70	Agents
ASTA - Midwest Chapter	Columbus, OH	6/8/2011 0:00	Midwest	A mini trade show consisting of three suppliers who will update travel agents on their product.	Mesquita	50	Agents
GoGo Tours Top Travel Agent Trade Show	New Orleans, LA	6/8/2011 0:00	South	Great opportunity to showcase our tourism product to GoGo's top-producing accounts.	Wright	200	Agents
JAMEX (Jamaica Meetings Exchange)	Montego Bay, Jamaica	6/9-13/2011	Groups	Annual product update targeting meeting/incentive buyers globally from all market segments.	Bullock/Clarke/Lew	30	Incentive Planner
CTO Carnival at Sea Extravaganza	Chicago, IL	6/10/2011 0:00	Midwest	Cruise event on Lake Michigan to honour past Presidents of the Chicago Chapter and to interact with the top Jamaica travel and tour operator reps.	Bucknor	100	Agents
Destination Training - STS Vacations	Glen Burnie, MD	6/15/2011 0:00	Northeast	JTB will partner with Sandals/Beaches and Sunset Resorts to train and update these reservation agents on the Jamaica product.	Rogers	30	Agents
GoGo Worldwide Vacations Trade Show & Reception	Sacramento, CA	6/15/2011 0:00	West	Opportunity to interface with and update the top producing agents of this valuable tour operator partner on the Jamaica product.	Holland	250	Agents
Destination Training - AAA Raleigh	Memphis, TN	6/16/2011 0:00	South	Train and update reservation agents on the destination product.	Christie	5	Agents
Incentive Travel Exchange	Las Vegas, NV	6/20-22/2011	Groups	Annual ITE event in partnership with SITE, brings together pre-qualified incentive buyers and suppliers for scheduled appointments, networking functions and formal meal functions providing an opportunity to build relationships and make connections to secure future programs.	Bullock/Clarke	500	Buyer
GoGo Worldwide Vacations Showcase	Detroit, MI	6/20/2011 0:00	Midwest	Annual trade show series which provides opportunity to share information on the destination to GoGo's top producing agents.	Mesquita	250	Agents
AIBTM	Baltimore, MD	6/21-23/2011	Groups	Exclusive appointment event with qualified buyers from U.S, Canada and Europe	Bullock	3000	Buyer
Destination Training - American Express Vacations	Atlanta, GA	6/21/2011 0:00	South	JTB will partner with Half Moon Resorts to train and update reservation agents on how to sell the destination.	Christie	80	Agents
Sales Call Blitz	Atlanta, GA	6/22-23/2011	South	Half Moon Resorts will join JTB on sales calls in the metro Atlanta area over a 2-day period.	Christie	24	Agencies
JTB/Apple Vacations Fam Trip	MBJ/NEG	6/24-27/2011	Midwest	Apple's top agents in the states of Southern Illinois and Missouri will be targeted to participate in this fam. The focus will be on new and updated hotel product and attractions in Montego Bay and Negril.	Bucknor	12	Agents
Race to the Taste	Chicago, IL	6/26/2011 0:00	Midwest	Large annual consumer event which attracts a huge number of participants. JTB will take a booth and promote the destination.	Bucknor	20000	Consumers
Tropical Tee on the Green-CANX, lack of sponsorship	Atlanta, GA	6/27/2011 0:00	South	BMA (Benevolent Missions of Atlanta) a Charity, is put on by the Jamaica Diaspora to benefit Jamaican schools. "Putting Children First Golf Charity Event" gives JTB the opportunity to showcase Jamaica as a golf destination. JTB will sponsor hole refreshments for Georgia's elite golfers at this event.	Christie	70	Consumers
Grace Summer Rhythms Promotion	South Florida	6/27-8/20/2011	South	This promotion is an intensified marketing campaign geared toward enhancing brand exposure and creating a Call to Action. Radio promotions on HOT 105 FM and WAVS 1770 AM will reach South Florida's Urban/Caribbean market and will feature internet, newspaper and grass roots initiatives. Prize trip to Jamaica courtesy of the JTB and Sunset Resorts will be offered to listeners.	NOT APPLICABLE	40000	Listenership

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Jamaica Minnesota Organization - Reggae on the River	Minnesota, MN	7/6/2011 0:00	Midwest	Funfilled, musical boat ride on the Mississippi River to raise funds for various charities in Jamaica. JTB will provide support and information on the destination product to potential visitors and diaspora members.	McDermoth	400 Consumers	
Florida Signature Bridal Affair	Tampa, FL	7/10/2011 0:00	South	Opportunity to market the destination and capture this niche market.	Wright	2000 Consumers	
Jamaica Cultural Alliance Annual Tea Party	Beverly Hills, CA	7/10/2011 0:00	West	13th Annual Tea Party that JTB will support and use the opportunity to promote the destination to the diaspora attending this event themed 'An Afternoon of fun and Laughter' featuring actor/comedian Rawle D. Lewis of Cool Runnings fame.	Holland	200 Consumers	
JTB NE Trade Show/Presentation-CANX	Boston, MA	7/11/2011 0:00	Northeast	Dinner presentation to update agents on the destination product.	Woolcock	120 Agents	
Jamaica Outreach OSSN Webinar	Michigan	7/12/2011 0:00	Midwest	Webinar to inform and educate home based agents who cannot be reached otherwise.	Mesquita	50 Agents	
JTB NE Trade Show/Presentation-CANX	Long Island, NY	7/12/2011 0:00	Northeast	Dinner presentation to update agents on the destination product.	Sinclair	120 Agents	
JTB NE Trade Show/Presentation-CANX	West Orange, NJ	7/13/2011 0:00	Northeast	Dinner presentation to update agents on the destination product.	Senior	120 Agents	
JTB NE Trade Show/Presentation-CANX	Philadelphia, PA	7/14/2011 18:00	Northeast	Dinner presentation to update agents on the destination product.	Senior	120 Agents	
Stoosh Productions Jamaica Events	Broward County, FL	7/14-17/2011	South	Opportunity for JTB to interact with the Jamaican Diaspora on developments within the Jamaica tourism industry. JTB will co-sponsor with Stoosh Productions three (3) events in North Florida featuring musical talent from Jamaica.	Wright	2500 Consumers	
JTB NE Trade Show/Presentation-CANX	Baltimore, MD	7/18/2011 0:00	Northeast	Dinner presentation to update agents on the destination product.	Rogers	120 Agents	
JTB NE Trade Show/Presentation-CANX	Tyson's Corner, VA	7/19/2011 0:00	Northeast	Dinner presentation to update agents on the destination product.	Rogers	120 Agents	
JTB Southeast Trade Show/Presentation	Tampa, FL	7/19/2011 0:00	South	Dinner presentation to update agents on the destination product.	Wright	60 Agents	
JTB Midwest Seminar/Reception	St. Louis, MO	7/19/2011 0:00	Midwest	Dinner presentation to update agents on the destination product.	Bucknor	110 Agents	
JTB Southeast Trade Show/Presentation	Atlanta, GA	7/20/2011 0:00	South	Dinner presentation to update agents on the destination product.	Christie	120 Agents	
JTB Midwest Seminar/Reception	Chicago, IL	7/20/2011 0:00	Midwest	Dinner presentation to update agents on the destination product.	Bucknor	125 Agents	
JTB Southeast Trade Show/Presentation	Charlotte, NC	7/21/2011 0:00	South	Dinner presentation to update agents on the destination product.	Christie	60 Agents	
JTB Midwest Seminar/Reception	Detroit, MI	7/21/2011 0:00	Midwest	Dinner presentation to update agents on the destination product.	Mesquita	100 Agents	
MPI World Education Congress (WEC)	Orlando, FL	7/23-26/2011	Groups	Annual networking/trade event open to the national membership of MPI.	Bullock	1800 Buyer	
NAJASCO 34th Annual Convention	Detroit, MI	7/24-26/2011	Midwest	This is an ethnic based organization where delegates and members from various chapters of in the USA participate. JTB will promote the destination.	Mesquita	110 Consumers	
2011 EAA AirVenture Oshkosh	Oshkosh, WI	7/25-31/2011	National	JTB will partner with reps of the Airport Authority of Jamaica to aggressively promote Jamaica's third international airport-the Ian Flemming Airport, to attract private jet owners to experience Jamaica's tourism offerings. This will present an opportunity to also reach the luxury market. Caribbean Flying Adventures will assist at the JTB booth.	McDermoth/Senior	500000 Consumers	
JTB Midwest Seminar/Reception	Minneapolis, MN	7/26/2011 0:00	Midwest	Dinner presentation to update agents on the destination product.	McDermoth	90 Agents	
JTB Midwest Seminar/Reception	Milwaukee, WI	7/27/2011 0:00	Midwest	Dinner presentation to update agents on the destination product.	McDermoth	90 Agents	
JTB/Liberty Travel Regional Buzz Nite	Allentown, PA	7/29/2011 0:00	Northeast	An event to update agents and managers from 13 different Liberty Travel stores in the region. This sponsorship is part of a series and signifies our show of support for Liberty/GoGo/Flight Center, Jamaica's largest supplier of travel business from the NE.	Senior	73 Trade	
Dallas Bridal Show	Dallas, TX	7/30-31/2011	Southwest	This is an annual event and this year JTB will share a booth with Signature Travel to showcase Jamaica as the premier destination for weddings and honeymoons.	Rose	3000 Consumers	
Travel Agents of Tennessee Conference & Trade Show	Memphis, TN	7/30/2011 0:00	South	This will be the 15th annual show for this group and will present a great opportunity to network with these agents.	Christie	150 Agents	
49th Annual Independence Celebration	Washington, DC	8/4/2011 0:00	Northeast	The Embassy of Jamaica will host consumers to an Open House event as part of Jamaica's independence celebrations.	Rogers	200 Consumers	